

**CANDIDATE FOR CITY COUNCIL MEMBER  
CITY OF BIG BEAR LAKE**

**NAME: RICK HERRICK**

**AGE: 49**

**OCCUPATION: President K-BEAR Radio**

Business Degree Loyola Marymount University class of 1979

**LEADERSHIP, VISION, EXPERIENCE:**

As a 10-year resident of Big Bear Lake my qualifications include Bear Valley Parks and Recreation Commissioner; Treasure and President of the Chamber of Commerce and Department of Water Board Chairman. In addition, as President of KBHR, I've won many awards for "Old Fire" evacuation broadcasts including a Crystal Award for public service. I am committed and fully understand the meaning of community service. I am objective, able to listen to all sides, and arrive at a well thought out solution.

I believe because Big Bear is unique our City Council must:

- Recognize that "our economy is our environment" and the health of each, benefits both.
- Promote smart growth that improves the quality of life in Big Bear.
- Recognize Big Bear's biggest threat is wild fire.
- Respect the business community.

Protect, maintain and upgrade our city assets.

Manage the budget as a fiscal conservative.

I embrace the value of our natural setting, reject special interest groups or outside influence and will work to make The City of Big Bear Lake a better place for it's citizens and future generations.

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